

Utah Office of Tourism Board Meeting

Hilton Salt Lake City Center
255 S. West Temple
Salon 2 Room

March 3, 2006
10:00 a.m.

Present

Board Members

Kim McClelland
Bob Bonar
Steve Burr
Frank Jones
Jeff Robbins

Shelleice Stokes
Steve Lindburg
Hans Fuegi
Bob Syrett

Staff

Leigh von der Esch
Mike Deaver
Elaine Watts
Dave Williams

Tracie Cayford
Kelly Day
Rebecca Katz
Patti Denny

Guests

Red Oelerich
Nathan Rafferty
Kevin Malone
Rick Maw
Nan Anderson
Neka Roundy
Brad Smith
Heather Stewart
Keith Griffal
Jerrold Jensen
Rick Abrams
Dawn House
Mickey Gallivan
Pam Westwood
Michele Michalewicz
Kevin Kehoe
Mark Hurst
Thomas Cooke

Organization

Outdoor Utah
Ski Utah
Ski Utah
Utah.com
UTIC
Davis County Economic Development
Foremost West
Utah Business
Western Leisure
Attorney General's Office
Tralliance
Salt Lake Tribune
Riester Robb
Salt Lake CVB
Western Leisure
W Communications
W Communications
W Communications

Welcome & Introductions

Kim called the meeting to order and welcomed those in attendance. He asked those in the room to introduce themselves.

Minutes

Kim asked if the board had read the minutes of the February 3 meeting and if there was a motion to amend or approve them. Steve Lindburg made a motion to approve the minutes, it was seconded by Bob Bonar and carried unanimously.

Coop Committee Report

Hans reported that the Coop Committee received an update of the status of the coop projects that were approved in the first round. The majority of the successful applicants have received their first 50% of the approved funding. The Committee had a discussion regarding several of the ads that have been produced with the coop money and looked at the Texas model. They also discussed whether or not we should allow private partners to participate with the non-profit applicants. They concluded that they are not ready to answer that question but will do more research and make a recommendation to the board at a later date. The committee determined that we should put together a style guide for coop projects and will probably need the help of the marketing committee and the ad agency.

Steve Lindburg noted that the Coop Committee will spend two full days in Ogden during the Tourism Conference listening to oral presentations from the next round of applicants.

Marketing Committee Report

Shelleice reported that the Marketing Committee met for over seven hours yesterday and prior to the meeting this morning and is prepared to make some recommendations to the board for approval.

MOTION: Shelleice made a motion that utah.travel will be the Utah Office of Tourism's 'call to action' on all of our advertising. We will continue to work with utah.com as the facilitator for the utah.travel website. The main purpose of directing the traffic to utah.travel is for tracking and measurement of the success of the ads. The motion was seconded by Bob Syrett.

Kim asked Rick Abrams from Tralliance Corporation to give an overview of the .travel domain, which is a new segment of the Internet devoted to the travel industry. Rick explained that .travel is the industry exclusive, top-level domain that promises to lift tourism and hospitality out of the anonymity of a .com. The .travel domain names must be authenticated and ensures that all .travel web sites are hosted by bona fide travel related businesses only. The industry benefits of .travel are:

- ❖ Matches buyers to sellers in most efficient manner available today.
- ❖ .travel directory acts as an advance sales and marketing tool for all providers.
- ❖ .travel directory will generate high quality leads in the most cost effective manner.
- ❖ Businesses that register a .travel domain name will be seen by consumers as recognized travel business entities with regard to conducting e-commerce transactions.
- ❖ Improved trust between the consumer and service provider.

Rick noted that the Utah Office of Tourism can help get the word out to cities, municipalities, and designated Utah organizations about the need to register .travel domain names for travel destinations (historical sites, sacred sites, national and state parks, campgrounds, etc.), as well as tourism related businesses. The UOT could become an authentication provider for .travel applicants and gain an additional ancillary revenue stream.

Kim called for a vote on the motion to designate utah.travel to become the official ‘call to action’ for our ads. The motion carried unanimously.

Shelleice also reported that the Marketing Committee reviewed the results of the Pay Per Click Campaign, and the MTV HDTV board in Times Square in New York City and noted that we received 25% more exposure in Times Square than we contracted for.

Shelleice stated that the Marketing Committee recommends that the board approve the brand platform and the current color palette with the revised tag line. Dawn House from the Salt Lake Tribune stated that if the board was going to approve the brand in a public meeting that they needed to publicly reveal what they were approving. Jerrold Jensen from the Attorney General’s Office replied that the board is within their rights to not reveal it because Utah law allows the state to protect intellectual property rights such as patents, copyrights, and trademarks, and we have not yet secured the trademark documentation from the Trademark Office.

MOTION: Bob Bonar made a motion that the Board approve the tag line. The motion was seconded by Hans and carried unanimously.

The Marketing Committee also recommended that W Communications continue with two variations of the three different logo ideas that will then be presented to the Governor. The Marketing Committee and the Governor will make a decision on the logo and the color palette.

Shelleice reported that the Marketing Committee recommended the board approve the preliminary plan for the brand launch. It is tentatively scheduled for April 5 if the logo is approved and a location for the event can be secured. The recommended budget for the brand launch is \$703,000 and would include all expenses to fund the event itself as well as a ‘take away’ DVD and industry Toolkit. Also included in the budget would be 4 new print ads, 3 television commercials, music score, and agency creative time.

MOTION: Bob Bonar made a motion that the board accept the recommendation from the Marketing Committee and approve the brand launch proposal. The motion was seconded by Jeff and passed. Shelleice voted against the motion.

PRELIMINARY MARKETING PLAN

Mike Deaver presented the March-May Marketing and Media Plan as follows:

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| • National Geographic May Issue | \$ 85,000 |
| • National Geographic May-June Issue | 92,096 |
| • Delta Sky & United Hemispheres May-Dec Issues | 280,000 |
| • Warren Miller Video Sponsorship | 350,000 |
| • Yellowstonepark.com Sponsorship | 20,000 |
| • New York Times Special Travel May Issue | 35,000 |
| • American Parks Network full page ad | 125,000 |

TOTAL	\$ 987,096
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There was some discussion regarding how the staff arrived at this proposal and if we needed to do more homework on the markets, demographics etc.

There was also discussion on the feasibility of having some markers in place to release the funds in increments as the markers are completed. Leigh pointed out that because of the UOT staff workload, the partnership with Warren Miller and Ski Utah would need to be led by Nathan Rafferty, and we would expect that he would create the contract, set the markers for releasing the funds, and monitor the project so everyone is comfortable that we are getting what we contracted for. It was also suggested that members of the Marketing Committee or other Board members be liaison partners on some of the projects such as the Warren Miller film.

Chair McClelland asked Shelleice to make the motion.

MOTION: Shelleice made a motion to approve the March-May Marketing and Media Plan with the appropriate markers and inclusion of Board members on some of the projects and change the American Parks Network amount to \$152,000. The motion was seconded by Steve Lindburg and passed. Shelleice voted no.

LEGISLATIVE UPDATE

Leigh reported that Nan Anderson and others worked for three years to get the Tourism Office marketing budget increased so we could market the state and regain at least some of the market share that we have lost in the past. Senator Jenkins and Representative Ben Ferry were very instrumental in getting \$11 million of marketing money so we can put together a comprehensive marketing program.

Nan stated that next year the Coop Program budget will be \$2.2 million and in 2007 the cumulative portion of the bill comes into play which could result in the UOT getting somewhere around \$14 million for FY08. She commented that Des Barker was also very instrumental in getting the bill passed last year as well as working tirelessly this year to get the \$4 million that was taken out for the Salt Palace expansion last year restored to the UOT this session.

UTIC tracked several bills closely during the session and Nan and Des worked behind the scenes on several pieces of legislation.

MEDIA REPORT

Tracie Cayford reported that she tracks and monitors several media outlets daily and she showed copies of several magazines that have wonderful articles about Utah and the plethora of things there are to do and see in the state. We have had some very positive coverage on the outstanding ski season we have had as well as the mention that Salt Lake City got during the Olympics. Tracie showed clips of some of the coverage that Utah got during the Olympics in Torino and the release of the Bryce Canyon postage stamp.

Funding Relating to Convention Requests

Leigh reported that the UOT get requests for funding to either bid for conventions or to host them once they have decided to hold them in Utah. Therefore, we need to establish a policy to fund convention requests from our partners around the state. As an example, the UOT did contribute

\$10,000 to host the opening night of the Go West Summit held in St. George last month because the participants were tour operators who will be bringing tours into Utah, and it gave the staff an opportunity to talk with them. However, conventions that bring other special interest participants, such as engineers, wouldn't necessarily have any relation to tourism.

Pam Westwood pointed out that the NTA (National Tour Association) Convention will be held in Salt Lake City later this year and the SLCVB needs some financial commitment from the state. The participants at this convention are the actual decision makers who will sell tour packages to consumers. There will be fam tours worth \$250,000 being sponsored by the private sector to take tour operators to see our attractions first hand with the hope that they will go back home and create and sell tours to the places they have actually seen and experienced. Pam asked that the UOT partner with the SLCVB to assist with this convention.

Keith Griffal also commented that there will be 650 tour operators plus suppliers. We need to look at this convention from a marketing standpoint and as an opportunity to sell Utah.

Bob Syrett asked how much money they were asking the UOT for. Keith responded that it is \$250,000.

Working With Our Partners

Leigh reported that one of the things she would like to do is host a breakfast for local officials in the areas where we will be holding the board meetings around the state. The purpose of the breakfast meeting is to have some dialog with them about how we can help them and give them information about our programs in order to find areas where we can partner.

Kim noted that we will ask local tourism entities to give a presentation at the board meetings as we travel around the state.

Leigh announced that there will be a board retreat on April 1 in either Salt Lake City or Park City and Gordon Bowen has been asked to participate in that retreat.

Rick Maw reported that since utah.com gets 10,000 visitors per month, we might want to look into advertising on Google because they provide lots of leads to utah.com.

Nan Anderson reported that the utahtourism.org web site is on line and is ready to take registrations for the Utah Tourism Conference to be held in Ogden May 17-19.

NEXT MEETING

The next meeting is scheduled for April 7 in St. George with the exact location to be determined.